

IN THE CLAIMS

1. -8. (Canceled)

9. (Currently Amended) A method of generating a web site, comprising the steps of:

identifying web content associated with a first source;

identifying one or more first-type of web pages of the web content, which a presenting a page of a web site to a user, wherein the user has authority to edit the web site;

identifying defining one or more other second-type of web pages of the web content one or more other web sites which the user does not have authority to edit to include a link to the presented page;

identifying web content associated with a second source;

placing a link on at least one of the other first-type of web pages that links the first-type of web page to the web content associated with the second source; pages of the one or more other web sites linking to the presented page;

requesting an owner of the linked one or more other pages to refer to the presented page;

and

generating one or more referrals based on the link between the first-type of web pages and the web content associated with the second source request.

10. (Currently Amended) The method as claimed in claim 9, further comprising:

the step of presenting a prompt for an acceptance of the link, to the at least one of the other pages of the one or more other web sites.

11. (Currently Amended) The method as claimed in claim 9, further comprising:
displaying one or more of the first-type of web pages with web content of the second source, wherein the presented page is displayed at a general-purpose computer.
12. (Currently Amended) The method as claimed in claim 9, claim 11, further comprising:
displaying the one or more of the first-type of web pages with web content of the second source wherein the presented page is displayed at a wireless device.
13. (Currently Amended) The method as claimed in claim 9, claim 11, further comprising:
displaying the one or more of the first-type of web pages with web content of the second source wherein the presented page is displayed at a multi-purpose input-output device.
14. (Currently Amended) The method as claimed in claim 9, wherein at least a portion of the web content associated with the second source at least one of the other pages of the one or more other web sites is defined based upon one or more characteristics of the presented page web content associated with the second source.
15. -53. (Canceled)
54. (Currently Amended) A system for generating a web site, comprising:
means for identifying web content associated with a first source;
means for identifying one or more first-type of web pages of the web content, which a presenting a page of a web site to a user, wherein the user has authority to edit the website;

means for identifying defining one or more other second-type of web pages of the web content one or more other web sites that the which the user does not have authority to edit; to include a link to the presented page;

means for identifying web content associated with a second source; and

means for placing a link on the first-type of web pages that links the first-type of web page to the web content associated with the second source; and at least one of the other pages of the one or more other web sites linking to the presented page;

means for requesting an owner of the linked one or more other pages to refer to the presented page; and

means for generating one or more referrals based on the link between the first-type of web pages and the web content associated with the second source request.

55. (Canceled)

56. (Currently Amended) A computer-readable medium for storing that stores a set of computer program instructions for generating a web site, comprising:

an instruction for identifying web content associated with a first source;

an instruction for identifying one or more first-type of web pages of the web content, which a presenting a page of a web site to a user, wherein the user has authority to edit; the website;

an instruction for identifying defining one or more other second-type of web pages of one or more other web sites that the user does not have authority to edit; to include a link to the presented page;

an instruction for identifying web content associated with a second source;

an instruction for placing a link on at least one of the ~~other first-type of web pages that~~
~~links the first-type of web pages to the web content associated with the second source; pages of~~
~~the one or more other web sites linking to the presented page;~~

an instruction for requesting an owner of the linked one or more other pages to refer to
the presented page; and

an instruction for generating one or more referrals based on the link between the first-
type of web pages and the web content associated with the second source request.

57.-58 (Canceled)